

FILE

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

S M T W T F S
WEEK OF 1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

SEPT EMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 25, 1948</u>			
Just Issued	ADVANCE HOSIERY CARD FOR FALL 1948 The Confidential Advance Hosiery Card for Fall 1948, which has just been issued by the Textile Color Card Association to its members, features four dark hosiery colors called "Nebulatones" and four medium colors called "Mellotones." Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.	TEXTILE COLOR CARD ASSN. OF THE U.S., INC.	200 MADISON AVENUE
Now Showing	FALL COLLECTION OF "JEWELS BY TRIFARI" Opening of new Fall line of "Jewels by Trifari" in showroom of Trifari, Krussman and Fishel. Press by appointment only. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	377 FIFTH AVENUE SHOWROOM
Now Showing	SHOWING OF CASTLEMARK COSTUME JEWELRY Opening of new Castlemark "wearable and salable" costume jewelry line, at a new low price, styled by Castlecliff. Also, opening of Castlecliff Fall line. By appointment only. Contact: Dorothy Lansing, PL. 8-3145.	CASTLECLIFF, INC.	366 FIFTH AVENUE 5TH FLOOR
Now Going On	TRADE OPENING OF LEATHER COLLECTION Clair Kennedy Leathers have informally opened their new showroom with their collection of Fall handbags, belts and luggage. Contact: Mrs. Dorothy Eaton, MU. 8-4410. Publicity: Charlotte Parker, MU. 8-4410.	CLAIR KENNEDY LEATHERS OF BEDFORD VILLAGE, N.Y.	441 MADISON AVE. SHOWROOM (3RD FL.)
<u>WEEK BEGINNING MONDAY, JUNE 28, 1948</u>			
Monday June 28 11:00 A.M.	PRESS SHOWING OF COATS AND SUITS Molly, of Levy and Blum, will present her Fall and Winter coats and suits to the press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY	512 SEVENTH AVENUE SHOWROOM
Monday June 28 4:00 P.M. Tea	PRESS PREVIEW OF FALL MILLINERY Presentation of Lenesta's Fall millinery collection to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Beginning Monday June 28	OPENING OF FALL HANDBAG COLLECTION Opening of Fall handbag collection, designed by Alan, in leather, suede and reptiles, featuring silhouettes coordinated to Fall fashions. Contact: Murry Schwartz, SP. 7-6530. Publicity: Forth Miller Associates, MU. 3-6526.	ALAN MILLER, INC.	56 WEST 22ND ST. SHOWROOM (11TH FL.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 28- July 2	PARASOL AND FAN STYLES OF THE PAST Plates from the Traphagen Library showing parasols and fans from periods of the past, exhibited as inspirational material in the present-day revival of these romantic accessories. Open to the public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday June 29 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
Tuesday June 29 11:30 A.M.	PRESS PREVIEW: SCARFS, ACCESSORIES, FABRICS Fall collection of scarfs, accessories and fabrics by Brooke Cadwallader will be presented to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday June 29 12:30 P.M. Luncheon	MISS TOBE TO SPEAK AT PIECE GOODS LUNCHEON Miss Tobe, Fashion consultant of Tobe Associates, Inc. will discuss the fabric types and colors in relation to the Fall fashion season at a luncheon meeting of the piece goods group of the NRDGA. For reservations contact: National Retail Dry Goods Association, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL MARTINIQUE GOLD ROOM (BWAY & 32)
Tuesday June 29 2:30 P.M.	PRESS PREVIEW: FALL & WINTER MILLINERY Fall and Winter millinery created by Germaine Vittu; presentation by Mme. Paule Madoc. Attendance by invitation. Publicity: Anna T. Moore, GR. 3-6000, Ext. 421.	GERMAINE VITTU	509 MADISON AVENUE SALON (SUITE 908-10)
Tuesday June 29 4:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Esther Dorothy will present a press preview of her Fall and Winter couture fur fashions. (Note change of time and place). Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE COTILLION ROOM
Wednesday June 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Fall millinery collection to the press at a breakfast. Show at 10:30 A.M. By invitation only. Contact: Miss Marie Grammas, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private preview for the press of the new Fall collection of Wadsworth Powder Cases. Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	THE WADSWORTH WATCH CASE COMPANY	WALDORF ASTORIA PERROQUET SUITE
Wednesday June 30 5:00 P.M. Cocktails	PRESS SHOWING OF COUTURE COLLECTION A small collection of custom-made clothes by Motley, of London, will be presented to the press. By invitation only. Contact: PL. 7-6790.	MOTLEY OF LONDON	319 EAST 72ND ST. STUDIO-APARTMENT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 1 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Anita Andra will present a showing of her Fall and Winter millinery collection to the press. Attendance by invitation only. Contact: Anita Andra, PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
July 4	INDEPENDENCE DAY (Sunday).		
July 5	LEGAL HOLIDAY (Monday), TO CELEBRATE INDEPENDENCE DAY.		
Tuesday July 6 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Press preview of Emmé's Fall millinery collection at a luncheon show. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMMÉ	L'AIGLON RESTAURANT EMPRESS ROOM
Tuesday July 6 4:00 P.M. Cocktails	MILLINERY SHOWING AT NEW SALON Presentation of Mary Goodfellow's Fall millinery collection at the opening of her new salon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Beginning Tuesday July 6	OPENING OF FALL FUR COLLECTION Presentation of Arnheimer's Fall collection of new fashion furs at 10:00 A.M. and 2:00 P.M. daily, except Saturday. (Opening postponed from Tuesday, June 22). Press showing by appointment. Publicity: Freda Rudd, Forth Miller Associates, MU. 3-6526.	ARNHEIMER, INC.	345 SEVENTH AVENUE 15TH FLOOR
Tuesday July 6- July 10	INTERNATIONAL STORE MODERNIZATION SHOW A 5-day conference on problems of store modernization comprised of ten clinics on five basic problems of modernization: Store layout, lighting and color, displays and fixtures, store fronts, planning and budgeting for modernization. Contact: John W. H. Evans, Managing Director, 40 East 49th St. Publicity: Banner & Grief, PL. 8-0535.	STORE MODERNIZATION	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Wednesday July 7 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY Madame Pauline will show her Fall collection of millinery to the press at a picnic luncheon in her salon. Showing at 12:30 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	8 EAST 53RD STREET SALON
Wednesday July 7 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING A showing of important clothes from the current collections will be presented at the Fashion Group's ready-to-wear luncheon. Forecast and commentary: Kay Sullivan of Kay Sullivan Associates. Chairman, ready-to-wear division: Nancy White. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Each member may bring one guest. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday July 7 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Braagaard will present his Fall and Winter millinery collection to the press. Showing at 4:30 P.M. By invitation only. Publ.: Burton Pell, PL. 3-0353.	BRAAGAARD	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 7 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF FALL FASHION JEWELRY "Color and Sparkle"--The House of Heller's annual fashion show featuring an unusual and completely new Fall collection of La Tausca simulated pearls and also a new line of fashion jewelry. Showing promptly at 5:30 P.M. Commentary by Faith Keane. Attendance by invitation only. Publicity: Ruth Lerner, MU. 3-2485.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Thursday July 8 10:00 A.M.	PREVIEW OF FALL MILLINERY Press showing of Walter Florell's Fall millinery. (Note change of time). By invitation only. Contact: Viola Sanders, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday July 8 12:15 P.M. Luncheon	PARIS HATS AND VOLUME MILLINERY Millinery Division Luncheon, with a double-feature show: (1) Showing of Fall hats by 18 Paris milliners, designed especially for the Fashion Group; commentator: Lydia. (2) New York's Volume Milliners Meet the Price Challenge, \$10 to \$20; commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman, Millinery Division: Frances Hodges. Price (including tax and tip): \$3.75 for members, \$4.25 for guests. Each member may bring one guest. Contact: Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday July 8 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Showing of Laddie Northridge's Fall and Winter hat collection at his salon for the New York press and buyers. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
July 11	DEMOCRATIC NATIONAL CONVENTION IN PHILADELPHIA (Beginning Sunday, July 11)		
Monday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Florence Reichman will present her Fall and Winter millinery fashions to the press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Week Of July 12	MAIN FALL OPENINGS GUILD SHOE LINES Four groups of shoes for main Fall selling will be featured: Shoes for daytime and afternoon wear; Shoes for "5 o'clock on" - cocktail, dinner, evening; Shoes for planned coordinations with apparel and accessories; Resizing of early Fall footwear. Also, first boudoir slippers for holiday selling. Member firms of The Guild of Better Shoe Manufacturers are: Beleganti Shoes, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday July 13 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. By invitation only. Publ.: Ruth Weintraub, FL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 13 7:00 P.M. Dinner; 8:30 P.M. Show	SEMI-ANNUAL MILLINERY FASHION SHOW The following milliners will present Fall hats: <u>UPTOWN DESIGNERS AND MILLINERY CREATORS GUILD</u> Anita Andra Braagaard Hattie Carnegie Bernice Charles Chanda Lilly Dache delle Donne Emme Peg Fischer Walter Florell	MILLINERY FASHION BUR.; MILLINERY STAB. COMM. Germaine Montabert Gladys & Belle Mary Goodfellow Harryson Mago Hayes G. Howard Hodge Irene Jeanne Tete John-Frederics Lenesta Helen Liebert	HOTEL ASTOR GRAND BALLROOM Miriam Lewis Edgar J. Lorie Milgrim Laddie Northridge Mme. Pauline Florence Reichman Mme. Reine Eve Tartar Sally Victor Vogue-Garfunkel Makers
	<u>POPULAR PRICED MANUFACTURERS</u> Alba Hats Alfreda Amrose Hats Art-Bern Hat, Inc. Brandt Millinery Joe Cohn Croyden Hats Elizabeth Hat Co. Flanzig Bros.	Harry Furst Gardner Hats B. G. Goldenberg Goldston-Webber Greenstein & Flaum Harry Hikand Kurz Brothers George Lesser Luxor Hats Frank Palma	<u>MILLINERY FASHION CREATORS</u> Walter K. Marks Francis & Walter Nelkin O'Connell Hats David Rothman Morris Schacter William Silverman Woodmere Hats Bernard Workman
	Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. For tickets, contact: Mill'y. Stab. Comm., LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, LO. 4-2244.		
Wednesday July 14 12:30 P.M. Luncheon	FASHIONS & FABRICS AT LUNCHEON SHOW Showing of Fall and Winter costumes created by leading designers in John Walther Fabrics. By invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday July 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Helen Liebert will present her Fall and Winter millinery and accessories collection at her first fashion show since her return to the fashion field. For New York press and buyers, by invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Week Of July 19	ELEVENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U. S. and Canada will be in N. Y. during the week of July 19 for the Eleventh National Press Week. Couture collections from N. Y. Dress Institute designers will be shown daily. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday July 19 8:00 A.M.- 11:00 A.M. Breakfast	"CHRISTMAS IN JULY" BREAKFAST FOR PRESS La Cross's annual "Christmas in July" breakfast (complete with Santa Claus, creamed turkey, and cranberry sauce!), presenting a press preview of their Christmas line...new "Naylon" nail enamel sets...new "Naylon" lipsticks...new La Cross manicure implement kits for men and women. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE INTERNATIONAL BLDG.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 19 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall collection to the out-of-town editors. Luncheon will be served after the show. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM (10TH FL.)
Monday July 19 3:45 P.M.- 4:45 P.M. Cocktails	LINGERIE SHOWING FOR OUT-OF-TOWN PRESS Yolande will introduce their Fall collection of handmade lingerie at a fashion show for the out-of-town press. (Note change of time). Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Monday July 19 4:00 P.M. Cocktails	FALL "ACCESSOVISION" SHOW FOR PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs -- for local and out-of-town press at a cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PIERRE GRAND BALLROOM
Monday July 19 5:30 P.M.- 7:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Shulton, creators of Early American Old Spice, will present Vera Maxwell's Fall collection of suits and coats. Informal continuous showing from 5:30 P.M. to 7:30 P.M. in Shulton's air-cooled salon. Attendance by invitation only. Contact: Lee Russell, Publ. Dir. Shulton, CI. 5-6263.	VERA MAXWELL; SHULTON	SHULTON SALON 630 FIFTH AVENUE
Tuesday July 20 8:00 A.M. Breakfast	EMBROIDERY SHOW FOR VISITING PRESS Schiffli Embroidery Manufacturers' Bureau will give a breakfast for the out-of-town editors. More details later. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.	SCHIFFLI EMBROIDERY MANUFACTURERS' BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday July 20 2:30 P.M.	ANNUAL FUR FASHION SHOW I.J. Fox will present their annual fur fashion show to the press. By invitation only. Publicity: Mildred Held, Bert Nevins, Inc., WI. 7-9715.	I.J. FOX	393 FIFTH AVENUE EMPIRE SALON
Tuesday July 20 4:30 P.M. Cocktails	PREVIEW OF FALL SLIP COLLECTION "Cocktails With The Stars" -- cocktail and theatre party for out-of-town and local editors, with two 20-minute showings at 5:00 P.M. and 6:00 P.M. of the Fall line of Barbizon slips, featuring nylon. Special guests will include Faye Emerson, Marsha Hunt, Arthur Margetson, Alfred Drake, Donald Richards, Nan Wynn. Editors will select one of three Broadway shows, which they will attend that evening. Attendance by invitation only. Publicity: Wynne McGovern, MU. 4-5720.	THE BARBIZON CORP.	475 FIFTH AVENUE 3RD FLOOR
Tuesday July 20 5:00 P.M. Cocktails	HAIR FASHION SHOW AND COCKTAIL PARTY Presentation of hair fashions for Summer and early Fall by Bernord Az Guro, featuring the new convertible short hair styles and the "Hair Loom" hairdo. Hats by Dorothy Gordon; hair pieces by Therese. Attendance by invitation only. Contact: Guro, CI. 7-4236.	GURO (54 WEST 56TH ST.)	COLONY RESTAURANT MADISON & 61 STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 20 5:00 P.M.- 7:00 P.M. Cocktails	INFORMAL "SHOE-VUES" FOR THE PRESS Informal presentation of shoe fashions by Beleganti Shoes, Inc.; Custom-craft Originals (Schwartz & Benjamin, Inc.); Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Seymour Troy Originals (Setroy, Inc.); M. Wolf Sons, Inc.; Morris Wolock & Co.; Zuckerman & Fox, Inc. For press only, by invitation. Contact: Kate G. Kamen, Exec. Sec'y, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 21 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Showing of Fall millinery for out-of-town press only, with hats from uptown designers and others. Attendance strictly by invitation. Publicity: Mary Kelley, LO. 4-2244.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM
Wednesday July 21 12:00 Noon Luncheon	FALL SHOWING FOR VISITING PRESS Presentation of Varden Petites' Fall line to the out-of-town fashion press. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM (8TH FLOOR)
Wednesday July 21 3:00 P.M.- 6:00 P.M. Cocktails	FALL AND WINTER FABRIC FASHION SHOW Hafner will present their Fall and Winter fabrics to the local and out-of-town press. Attendance by invitation only. Contact: Martha McDonald, CH. 4-8767, or Hilda Sherey, MU. 7-7676.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 18TH FLOOR
Wednesday July 21 4:30 P.M.- 6:30 P.M.	DIAMOND FASHION SHOW Valentina creates gowns for diamond jewelry by Cartier in "Wedding of Diamonds and Design." Jewelry will emphasize the democracy of diamonds; price range from a few dollars to the "utterly fabulous." By invitation only. Publicity: Mrs. Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday July 21 5:30 P.M.- 8:00 P.M. Cocktails	INFORMAL PARTY FOR VISITING EDITORS Harriet Hubbard Ayer will give a relaxing cocktail party for out-of-town editors at the air-cooled Trianon Room of the Hotel Ambassador. Ralph Lewis, president of Harriet Hubbard Ayer, will be host for the occasion. By invitation only. Publicity: Mary Brown, MU. 5-0790.	HARRIET HUBBARD AYER	HOTEL AMBASSADOR PARK AVENUE & 51ST ST.
Wednesday July 21 6:00 P.M. Cocktails	"DAWN TO DUSK" FASHION SHOW Oleg Cassini and Julius Dardick of Cassini-Dardick, Ltd. will present their "dawn to dusk" gowns at a relaxing cocktail party for the press. Attendance by invitation only. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	CASSINI-DARDICK, LTD.	16 EAST 55TH STREET SALON
Thursday July 22 8:00 A.M. Breakfast	"MIX AND MATCH" FASHION SHOW Tilly Schanzer will present her "Mix and Match" fashions to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.	TILLY SCHANZER	LONGCHAMPS B'WAY & 41ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 22 12:15 P.M. Luncheon	HAIR STYLING SHOW AT PRESS LUNCHEON Richard Hudnut will invite local and out-of-town press to luncheon for a presentation of hair styling, "Beauty Goes to Your Head," under the direction of Ann Delafield. Attendance by invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday July 22 4:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Showing of Laddie Northridge's Fall and Winter hat collection for out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday July 22 5:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR VISITING EDITORS Jacqueline Cochran will have a cocktail reception for the out-of-town editors at her apartment. Mr. William M. Holmes, Chairman of the Board of Jacqueline Cochran, Inc. will also greet the press. Attendance by invitation only. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	435 EAST 52ND STREET RIVER HOUSE
Thursday July 22 5:00 P.M. Cocktails	MILLINERY SHOW FOR OUT-OF-TOWN PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. Showing at 5:30 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday July 23 12:00 Noon Luncheon	FALL COLLECTION FOR OUT-OF-TOWN PRESS Adler and Adler will present a special collection of their Fall dresses, spectator costume suits, coats and ensembles to the visiting press at a luncheon. By invitation only. Publicity: Paul Adler, CH. 4-6630.	ADLER AND ADLER	550 SEVENTH AVENUE SHOWROOM
Friday July 23 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the visiting press. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Friday July 23 4:30 P.M.	FASHION SHOWING OF HOSTESS GOWNS Dorine Liebert will present and comment on her Fall collection of hostess gowns, featuring "Chezelles." Attendance by invitation only. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	DORINE LIEBERT	15 EAST 53RD STREET SALON
Saturday July 24 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Fall millinery by Sally Victor will be presented at her regular semi-annual millinery fashion show and breakfast for the out-of-town press. Attendance by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Beginning Wednesday August 4	FRENCH FALL COUTURIER OPENINGS Couturier openings in Paris will begin on August 4. Individual dates will be listed later. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE

MUSIC...MOVIES...THEATRES...TELEVISION

- Friday
June 25 PREMIERE: "ROMANCE ON THE HIGH SEAS" (Movie) STRAND THEATRE, B'WAY & 47TH
Warner Brothers' romantic musical comedy in Technicolor, which is set on
board a cruise ship en route to South America. Jack Carson, Janis Paige,
Doris Day, Don de Fore head the cast. Produced and directed by Michael
Curtiz. Costumes by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Monday
June 28 THIRD WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Monday, June 28: All-Gershwin program. Earl Wild, Pianist; Todd Duncan,
June McMechin, Eva Jessye Choir. Alexander Smallens
conducting.
Tuesday, June 29: All-Mozart program. Werner Lywen, Violinist; Toni and
Rosi Grunschlag, Duo Pianists. Alexander Smallens
conducting.
Wednesday, June 30: Varied program. Carl Stern, Violin-cellist. Alexander
Smallens conducting.
Thursday, July 1: Italian program. Eva Likova, Cloe Elmo, Jan Pearce,
Robert Weede. Alfredo Antonini conducting.
Saturday, July 3: Soloist: Mischa Elman, Violinist. Enrico Leide
conducting.
Publicity: Margaret Hartigan, CI. 6-4462.
- Wednesday
June 30 PREMIERE: "EASTER PARADE" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH ST.
Metro-Goldwyn-Mayer Technicolor musical which coincides with the celebra-
tion of Irving Berlin's fortieth anniversary as a song-writer and sixtieth
birthday. Stars are Judy Garland, Fred Astaire, Peter Lawford, Ann Miller.
Seven new songs and ten old ones by Irving Berlin. Producer: Arthur Freed.
Director: Charles Walters. Women's costumes by Irene; men's costumes by
Valles. Publicity: Herbert Crooker, BR. 9-7800.
- Wednesday
June 30 PREMIERE: "A FOREIGN AFFAIR" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures' romantic comedy, set in post-war Berlin. The story of
a congresswoman who investigates the morale of the U.S. troops in Germany,
enacted by Jean Arthur, Marlene Dietrich, John Lund. Produced by Charles
Brackett; directed by Billy Wilder. Costumes by Edith Head. Publicity:
Rex Taylor, BR. 9-8700.
- Thursday
July 1 BENEFIT CONCERT: WINGS FOR VICTORY WALDORF-ASTORIA, PARK AVE. & 50 ST.
8:30 P.M. All-star concert to be presented under the auspices of the Palestine
Resistance-Defense Fund at the Grand Ballroom at the Waldorf. Guest stars:
Leonard Bernstein, Conductor and Soloist with his Symphony Orchestra.
Soloists: Jennie Tourel, Mezzo-Soprano; Robert Merrill, Baritone. Valerie
Bettis and Henry Fonda. Chairman of sponsors' committee: Ruth Chatteron.
Contact: BR. 9-4600.
- Thursday
July 8 PREMIERE: "CANON CITY" (Movie) LOEW'S CRITERION, BROADWAY AT 45TH ST.
Eagle Lion Films present a movie depicting prison break of last December.
Starring Scott Brady, Jeff Corey, Whit Bissell, Stanley Clements. Produced
by Robert T. Kane; written and directed by Crane Wilbur. Publicity: Jerry
Pickman, PL. 7-1600.
- Thursday
July 1 PREMIERE: "MAN-EATER OF KUMAON" (Movie) WINTER GARDEN, B'WAY AT 50TH ST.
Universal-International adventure movie based on the book by Jim Corbett,
telling the story of an American tiger hunter and his effect on an Indian
community. Starring Sabu, Wendell Corey, Joanne Page, Morris Carnovsky.
Director: Byron Haskins. Produced by Frank P. Rosenberg and Monroe Shaff.
Publicity: Al Horwits, PL. 9-8000.